

Content

Content Design Shaping Content that connects This guide is the voice of our Intuitive and Inclusive pillars. In the Play+ ecosystem, content is not just the words we use; it is the conversation we have with our users. Our language must be as fluid, clear, and adaptive as our layouts. We design content to be an invisible guide—clear, concise, and human. It reduces friction, builds confidence, and ensures every user feels understood and empowered. This document provides the foundational principles for writing content that connects.

Our Voice & Tone ■ Voice - Our Unchanging Personality ■ The Play+ voice is Clear, Confident, and Helpful. We are knowledgeable partners, not passive tools. We communicate with directness and respect for the user's time and intelligence. Clear Direct communication that respects intelligence Confident Knowledgeable partners, not passive tools Helpful Respectful of time and user context Tone - Our Situational Emotion ■ Our tone adapts to the user's context. Onboarding Encouraging and supportive Instructional Direct and concise Success Messages Celebratory and delightful Error Messages Empathetic, clear, and focused on the solution Pillar-Based Content Guidelines ■ This is how our pillars translate into specific content strategies. For each pillar, we provide clear "Do's and Don'ts" with practical examples. Adaptive Intuitive Inclusive Distinct Adaptive Content Content that adjusts to the user's context, device, or journey stage. Guideline Example Personalize confirmation messages. Acknowledge the user's context to make the feedback feel timely and relevant. First-time User: "Welcome aboard! You've just created your first workspace." Frequent User: "Update saved." Adapt empty states. Provide guidance that changes based on the user's progress and platform. First Use: "You're all set up! Start by adding your first project." Mobile: "No files yet. Tap the + to upload." Desktop: "No files here. Drag and drop to get started." Use device-aware language. Instructions should match the user's input method. Mobile: "Tap and hold to see options." Desktop: "Right-click to see options." Provide contextual hints. Surface shortcuts and tips to users as they become more experienced. New User Tooltip: "Click here to create your first task." Experienced User Hint: "Tip: Use Ctrl+K to search from anywhere." Structural & Localization Guidelines ■ Content Structure ■ Hierarchy Start with the most important message. Use headings and subheadings logically. Scanability Use bullet points and numbered lists. Keep paragraphs short (1-3 sentences). Progressive Disclosure Show what's needed first. Reveal complexity only when relevant (e.g., inside an accordion or

modal). Localization Framework ■ Translation Avoid concatenating strings (e.g., You have + num_messages + new messages). Use full sentences with placeholders. Cultural Adaptation Avoid humor, slang, and cultural references. Be mindful of how date/time formats, currencies, and units are displayed. Text Expansion Design layouts that can accommodate 30-50% text expansion for other languages. Avoid fixed-width containers for critical text.